

WHAT IS CLAIMED IS:

1. An image sensing apparatus comprising:
 - an image sensing device for sensing the image of a subject and outputting image data representing the image of the subject;
 - a display control unit for controlling a display unit in such a manner that the image of the subject represented by the image data output from said image sensing device will be displayed on a display screen;
 - 10 a designating unit for designating an electronic zoom area in the image of the subject displayed on the display screen;
 - a light-emission control unit for controlling a strobe light-emission device in such a manner that a part of the subject that corresponds to an image within the electronic zoom area is illuminated with strobe light; and
 - 15 a recording control unit for recording, on a recording medium, image data output from said image sensing device and data indicating position of the electronic zoom area or image data representing the image within the electronic zoom area.
2. An image sensing method comprising the steps of:
 - sensing the image of a subject and outputting image data representing the image of the subject;
 - 25 displaying the image of the subject represented by the obtained image data on a display screen of a display unit;

illuminating, with strobe light, a part of the subject that corresponds to an image within an electronic zoom area designated in the image of the subject displayed on the display screen; and

- 5 recording, on a recording medium, image data obtained by image sensing and data indicating position of the electronic zoom area or image data representing the image within the electronic zoom area.